

## Market Insider

### Floriculture Products' Indicative Price Information / European Markets

These graphics represent the only available information on supply and price in the Dutch flower auctions. Actually, this is currently the only obtainable reliable indicative statistic on the European floriculture market. We provide this information, on a weekly basis.

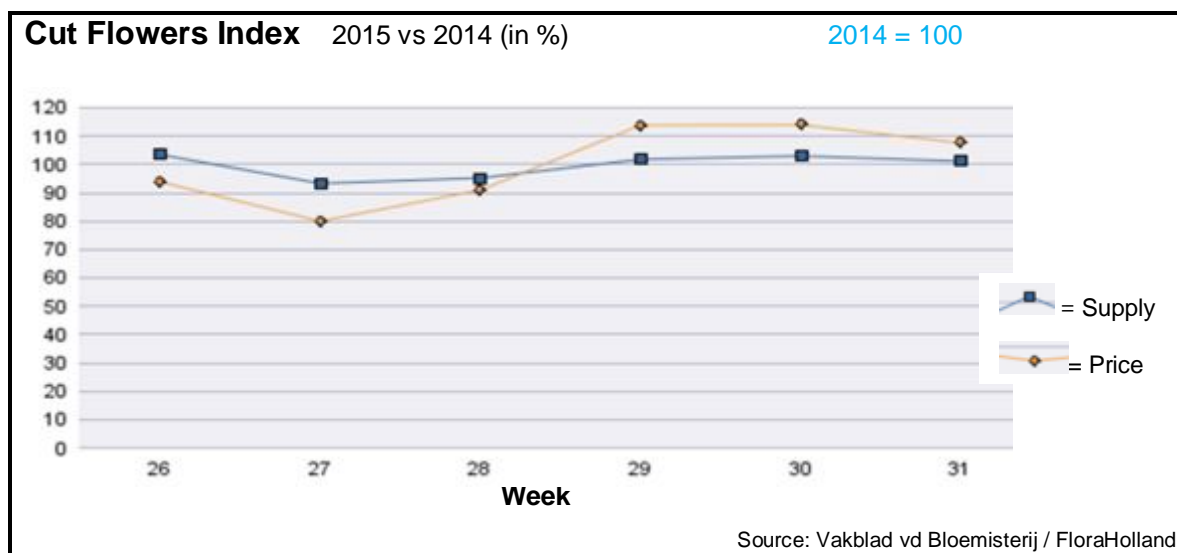
The Market Insider team

Week No. 31-2015

Date: 05/08/2015

#### The FloraHolland flower auctions' weekly supply and price index

(Representing the relative supply and average price, compared to the same weeks of last year)



In week 31 the cut flowers average price was 7.6% higher than in this week of 2014.

The supplied quantities were 1.1% higher; resulted in 8.8% plus in sales turnover.

Big roses stayed at the same level of last year..

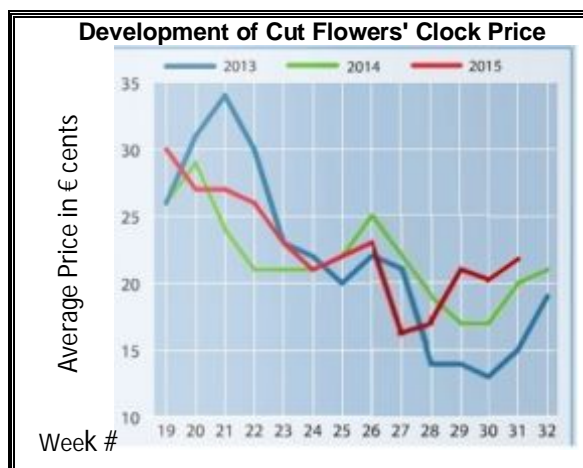
Chrysanthemum spray got some 5% more in price, while the supply was 2.7% higher.

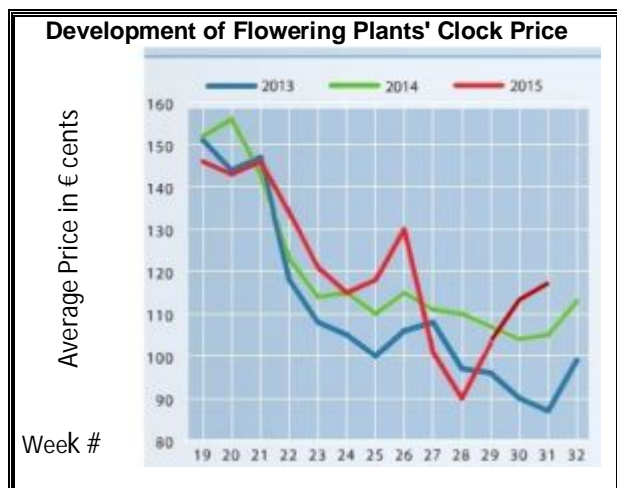
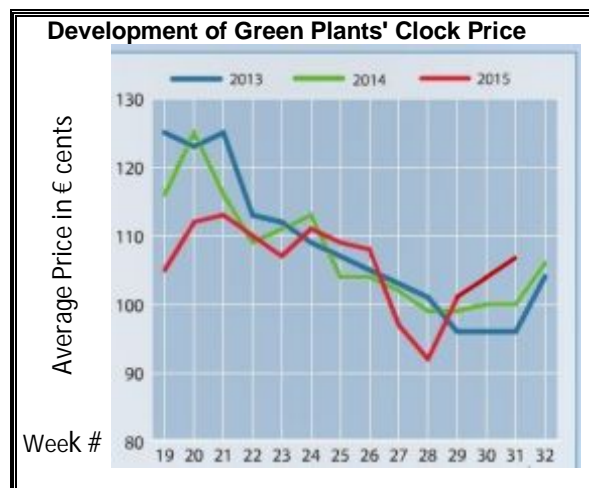
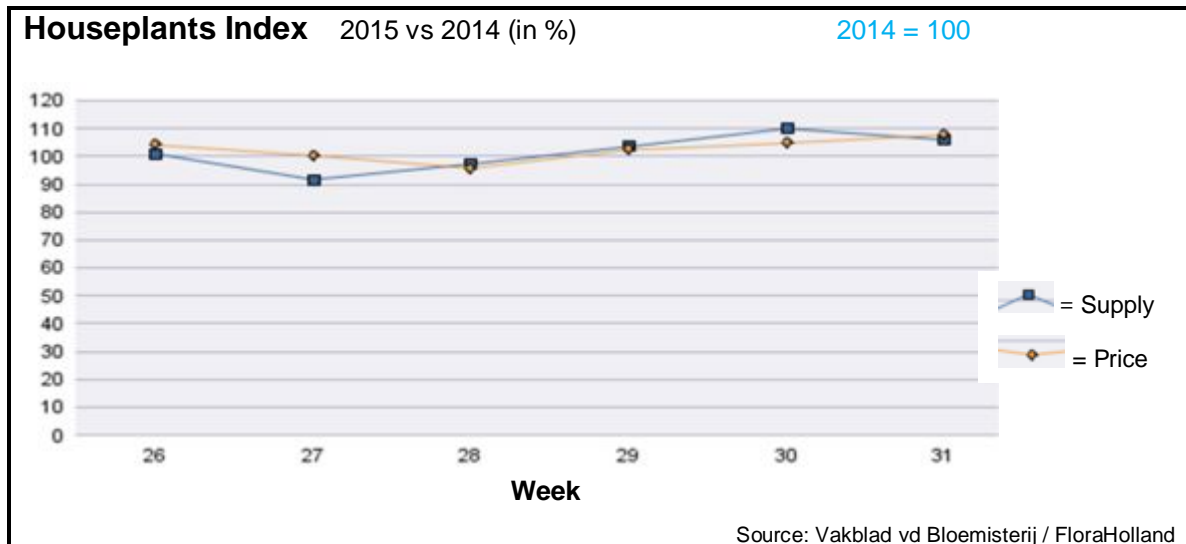
Hydrangea/hortensia got 20% more in price, for 2.7% less in supply.

Lisianthus made it nice with some 50% higher price for the 'double' types, and +47% for 'singles', while the supply was some higher.

Most products got higher price than last year; some stood out with much better price: achillea, anigozanthos, asclepias, aster, delphinium, eucalyptus, gladiolus, liatris, matthiola, pittosporum, scabiosa, tulips, and zantedeschia/calla.

Only but a few cut flowers got lower price than in 2014, for higher quantities. Among them were: agapanthus, aspidistra, dianthus barbatus, peony, and solidago.





In week 31 the price for houseplants was 7.8% higher than in 2014; the supply was 6% higher, and the sales turnover was 14.3% than in 2014.

Phalaenopsis got 1% more in price, for 6.7% more units than last year.

Potted rose fetched almost 45% better price, for 15% less sold units.

Hedera got 38% higher price, for 33% more sold pots.

Kalanchoe and chrysanthemums got also higher prices than last year.

Dracaena, however, got 2% more in price, for about double the quantity of 2014 at week 31.

**MARKET INSIDER FOR CUT FLOWERS - ASIAN MARKETS**



**Abbreviations used in the report**

AUS	= Australia	MAL	= Malaysia
CHI	= China	NLD	= Netherlands
COL	= Colombia	NZL	= New Zealand
ECU	= Ecuador	PHI	= Philippines
HAI	= Hawaii	SGP	= Singapore
IND	= India	TAI	= Taiwan
ISR	= Israel	THA	= Thailand
ITA	= Italy	USA	= United States
KEN	= Kenya	ZAF	= South Africa
KOR	= Republic of Korea	ZWE	= Zimbabwe
SLA	= Sri Lanka	VIE	= Vietnam

**Price Information: Floriculture Products - Japanese Markets (4 Auctions)**

**Issue No. W31 Date: 05/08/2015**

The statistic data below is provided in kindness of the following flower auctions in Japan:

Flower Auction Japan & OTA Floriculture Auction, of Tokyo, and  
Tsurumi Kaki Co. Ltd. & Naniwa Flower Auction Co. Ltd. of Osaka

The data below is selected from the total sales results of all the above flower auctions together, during

**week number : 31 in : 2015**

**Index:**

<b>Quantity</b>	Number of stems auctioned in the four reporting auctions together
<b>Lowest</b>	Lowest stem price achieved for the product in the four reporting auctions, in Japanese Yen
<b>Highest</b>	Highest stem price achieved for the product in the four reporting auctions, in Japanese Yen
<b>Average</b>	Average stem price achieved for the product in the four reporting auctions, in Japanese Yen
<b>Average US\$</b>	Average stem price, converted to US Dollar, as per the relevant exchange rate given below.
<b>Main Origin</b>	Main countries of origin; See abbreviations in the table at the head of this report.

**Exchange Rate** 1 US\$ = 124.12 Yen

<u>Product Name &amp; Source</u> D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
<b>Total Cut Flowers Sold</b>	<b>21,202,577</b>					
Achilea -- D	230		40	26	0.21	
Achilea -- I	0					
Alstroemeria -- D	167,448	10	180	71	0.58	
Alstroemeria -- I	720		50	50	0.40	COL
Ammi majus -- D	7,980	10	105	63	0.51	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	400		120	110	0.89	AUS NLD ZWE
Anthurium Pink -- D	124		350	216	1.74	
Anthurium Pink -- I	9,793	11	200	91	0.74	THA
Anthurium Red -- D	833		300	171	1.38	
Anthurium Red -- I	13,872	15	200	92	0.74	AUS THA USA ZAF
Anthurium White -- D	185		200	104	0.84	
Anthurium White -- I	5,404	15	200	107	0.86	THA
Banksia -- D	51		120	110	0.89	
Banksia -- I	800	51	400	263	2.12	AUS NZL
Bupleurum -- D	6,860	1	110	71	0.57	
Bupleurum -- I	0					
Calla -- D	47,852	2	270	70	0.56	
Calla -- I	900		140	107	0.86	NLD NZL
Carnations Spray -- D	613,605	1	160	42	0.34	
Carnations Spray -- I	372,997	1	175	35	0.28	COL
Carnations Standard -- D	563,940	1	160	44	0.35	
Carnations Standard -- I	603,232	1	280	40	0.32	COL
Chrysanthemum Spray -- D	749,080	1	100	49	0.40	
Chrysanthemum Spray -- I	442,430	6	120	50	0.41	KOR
Delphinium -- D	128,165	1	400	96	0.77	
Delphinium -- I	0					
Dracaena -- D	34,152	5	1,000	37	0.30	
Dracaena -- I	233,627	1	160	27	0.22	SGP

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Euphorbia Marginata -- D	4,290		65	41	0.33	
Euphorbia Marginata -- I	0					
Eustoma -- D	520,205	1	700	104	0.83	
Eustoma -- I	1,040	1	20	10	0.08	
Gentiana -- D	1,883,500	2	180	28	0.23	
Gentiana -- I	0					
Gerbera -- D	324,775	1	120	21	0.17	
Gerbera -- I	0					
Gladiolus -- D	171,945	1	90	45	0.37	
Gladiolus -- I	0					
Gypsophila -- D	155,270	4	300	70	0.57	
Gypsophila -- I	6,280		70	54	0.44	ISR
Heliconia Caribea -- D	0					
Heliconia Caribea -- I	6	400	400	400	3.22	
Heliconia Pendula -- D	3,305		170	30	0.25	
Heliconia Pendula -- I	102		417	305	2.46	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	4,889	20	200	61	0.49	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	3,581		200	135	1.09	AUS NZL ZAF
Lily Casablanca -- D	70,110	20	900	240	1.93	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	145,910	3	200	68	0.55	
Lily Longiflorum -- I	4,580	20	120	72	0.58	KOR NLD
Limonium Sinuatum -- D	285,999	1	80	33	0.27	
Limonium Sinuatum -- I	0					
Molucella -- D	520		100	45	0.36	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	980	70	200	136	1.09	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	15,780	10	120	54	0.43	SGP THA
Orchid Cymbidium -- D	45	60	450	254	2.05	
Orchid Cymbidium -- I	14,591	67	1,050	521	4.20	NLD NZL
Orchid Oncidium -- D	4,263	5	700	170	1.37	
Orchid Oncidium -- I	81,870	1	180	107	0.86	SGP TAI THA
Orchid Phalaenopsis -- D	13,263	30	2,000	523	4.22	
Orchid Phalaenopsis -- I	7,574	85	1,035	583	4.70	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	170,110	10	57	26	0.21	THA
Ornithogalum -- D	33,649	3	100	48	0.39	
Ornithogalum -- I	1,279		60	36	0.29	NLD ZAF
Protea King -- D	0					
Protea King -- I	607	35	1,300	309	2.49	AUS ZAF
Protea others -- D	0					
Protea others -- I	1,000	10	1,250	207	1.67	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	380		240	159	1.28	AUS NZL
<b>Rose Total -- D</b>	<b>925,788</b>	<b>1</b>	<b>600</b>	<b>44</b>	<b>0.36</b>	
<b>Rose Total -- I</b>	<b>87,464</b>	<b>1</b>	<b>400</b>	<b>56</b>	<b>0.45</b>	
Rose Amada -- D	11,105	1	200	81	0.66	
Rose Amada -- I	0					
Rose Avalanche -- D	87,945	1	180	38	0.31	
Rose Avalanche -- I	0					
Rose Carpe Diem -- D	16,390	1	140	44	0.36	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	11,195	20	150	89	0.72	COL
Rose Gold Rush -- D	16,510	1	150	54	0.44	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	1,050		50	23	0.19	
Rose Gold Strike -- I	0					

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Noblesse -- D	2,190	1	50	15	0.12	
Rose Noblesse -- I	0					
Rose Red Roses D --	32,185	1	350	34	0.27	
Rose Red Roses I --	4,614		150	85	0.68	
Rose Red Star -- D	7,550	1	140	41	0.33	
Rose Red Star -- I	0					
Rose Samurai -- D	46,600	1	225	69	0.55	
Rose Samurai -- I	1,800	27	95	51	0.41	IND
Rose Sweet Avalanche -- D	42,335	1	150	33	0.27	
Rose Sweet Avalanche -- I	100		5	5	0.04	
Rose Sweet Unique -- D	3,540	1	130	31	0.25	
Rose Sweet Unique -- I	2,980	2	123	36	0.29	
Rose Teresa -- D	8,560	5	140	31	0.25	
Rose Teresa -- I	0					
Rose Tineke -- D	16,000	1	152	24	0.19	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	13,089	1	135	38	0.31	
Rose Yves Piaget -- I	520		70	52	0.42	NLD
Rose Spr Babe -- D	6,875	10	140	56	0.45	
Rose Spr Babe -- I	0					
Rose Spr Lovely Lydia -- D	6,650	20	140	59	0.48	
Rose Spr Lovely Lydia -- I	1,790	15	65	55	0.44	KOR
Rose Spr Shooting Star -- D	6,730	5	130	56	0.45	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	17,690	4	160	73	0.58	
Sandersonia -- I	0					
Trachelium -- D	660		80	40	0.32	
Trachelium -- I	440		150	107	0.86	ISR NLD
Waxflowers -- D	0					
Waxflowers -- I	1,960	37	100	65	0.53	AUS
<b>Green Foliage</b>						
Beargrass -- D	6		100	100	0.81	
Beargrass -- I	210	200	330	288	2.32	USA
Leatherleaves -- D	78,650	7	50	24	0.19	
Leatherleaves -- I	175,139	4	35	12	0.10	USA
Ruscus Israel -- D	0					
Ruscus Israel -- I	7,440		45	27	0.22	ISR
Ruscus Italian -- D	4,890	20	80	45	0.37	
Ruscus Italian -- I	4,754	15	60	38	0.31	ITA
Salal -- D	0					
Salal -- I	5,515	28	600	220	1.78	USA